

ABSTRACT OF THE DISCLOSURE

A method for generating customer traffic into a retail establishment utilizing an award program wherein a student accompanied by a parent or guardian delivers the student's grade report sheet to the establishment. The grades from the grade report sheet are mapped to corresponding numbers representing purchase credits, which are subsequently converted to a cash equivalent amount. The cash equivalent amount is credited to the purchase of a product by the student or the guardian when the purchase credits are redeemed in person by an adult at the retail establishment.